

PHILIP MORRIS U.S.A.

FVB
INTER-OFFICE CORRESPONDENCE
Famous Value Brands Dept., 120 Park Ave.,
10th Floor, New York, N.Y. 10017

TO: Distribution
FROM: Joseph Chaump
SUBJECT: Monarch

DATE: May 19, 1992

For your information.

R.J. Reynold has made the following announcement to all direct accounts on behalf of Monarch.

In comparing previous Monarch presentations the following differences are to be noted :

- o 50¢ per carton credit memo on all purchases
- o Qualifies for Winners payment approximately 10¢ per carton
- o Qualifies for EFT

They are also advising direct accounts both chain and wholesale that a \$1.10 per carton will paid to retailers. This was previously :

- o 50¢ per carton - Retail Feature
- o 60¢ promotional

JC/mt

Attachment

c: S. Bloom
T. Goodale
C. Johnson
M. Mahan
R. Mikulay
M. Murphy
B. Schuyler
M. Szymanczyk

Joseph Chaump
RECEIVED

MAY 20 1992

S. J. BLOOM

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